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# How can you grow your business with podcasting?

**BY** PETER WATSON,  
MANAGING DIRECTOR OF  
DISTRACT

If 2018 was the year where podcasts began exploding in popularity, 2019 has shown no signs of that growth slowing down. Several Lincolnshire businesses have launched their own broadcasts this year, could you be set to join them?

Some podcasts talk about music, theatre, and news, however, there has been a surge of business-based podcasts launching this year. Businesses in our region are starting to see the value in podcasting, and for good reason.

A podcast is a perfect medium to position yourself as the go-to expert in your industry. It underlines personal branding efforts and goes a long way to spread your influence, especially if you have the knowledge to share. The authority that you are sure to gain from podcasting has a wide reach and there is no reason not to get started as soon as you can.

## So how to begin?

A good quality business podcast is relatively cheap and very easy to set up. You'll need some good quality microphones, an audio mixer and some recording and editing software. All this can be bought for less than £200, meaning the price of entry to making your own podcast is relatively low. If you'd like to up the calibre of your equipment, add some pop filters to your microphones and upgrade to some condenser microphones. The difference in audio quality is noticeable, but not necessary to get started.

Once you've nailed down what you'd like your podcast to focus on, whether it's your industry niche or you giving your opinion on the latest industry trends, it's easy to get talking. Plan out a few topics you'd like to discuss and let the conversation flow freely between yourself and any other guests. Don't dwell on a single point for too long, but be sure to talk around the whole subject, covering every angle. This makes for an entertaining and engaging episode.



## How do you get yourself heard?

As soon as you've recorded the first episode, you'll want to get your podcast heard. Distributing a podcast is easy with the right tools.

Anchor.fm is a free online platform which aims to take the hassle out of creating a podcast without sacrificing the quality. Simply upload your podcast audio to the service and Anchor will distribute it to all the major podcast listening platforms.

You'll be heard on Spotify, Apple Podcasts, Google Podcasts, Pocket Casts and many others, including Anchor itself. The certification process can take

up to two days for some platforms, but subsequent episodes will be available to listen to much quicker.

Anchor allows you to see detailed analytics of your podcast's performance. You can see at a glance how many listeners each episode attracted, what device they were using, what listening service they found you on and where in the world they tuned in from.

This data should allow you to better present your podcast to the audience that is most interested in your opinions.

If you're looking for a quick and easy way to get started, Anchor.fm is a great first step.

## Make your podcast go further

Your audio podcast will attract a lot of attention when it's out in the wild, but you need to be shouting about it. Show your followers and stakeholders that you've taken a step in a new direction by recording your podcast with a camera.

A video version of your podcast opens up a range of new possibilities. Firstly, you can now upload your podcast with video and audio to other streaming services, such as YouTube, where you can garner a whole new audience.

A creative use of your podcast video

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## A note from Simon Beardsley CEO of Lincolnshire Chamber

Welcome to our August edition of Chamber Matters and I can't quite believe we are in August already; it'll be Christmas before we know it!

As technology continues to change and influence the way we go about our daily lives, and more specifically the way we market ourselves and our business, in this edition we have a focus on getting started with podcasting and how to use it to position yourself as an expert and build the brand of your business.

In July, we held our second quarterly QES Breakfast Briefing, showcasing the results of Q2 and we were pleased to share the results which showed an increase in confidence levels for Lincolnshire businesses. We also heard 'A Commentary on Lincoln' from Dr David Gray, University of Lincoln.

June and July also saw our first Pop-Up Expos in Gainsborough and Louth, both of which were a huge success and we are looking forward to welcoming more businesses to the next ones later in the year.

Once again, I continue to be so proud of the Lincolnshire business community, the quality of good news stories in each monthly edition of Chamber Matters is just brilliant and here at the Chamber, we love hearing about your successes.

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is to use it as organic social media. Post interesting snippets of your podcast on your Facebook, Twitter, Instagram and LinkedIn. Let everyone see what you're doing and provide a link to the full podcast where they can follow and be notified of new episodes.

### Maintaining momentum

It's easy to think that once your podcast has been created and you've uploaded a handful of episodes that's the end of it, but maintaining the initial momentum takes a lot of effort. To make a great podcast, instead of a good one, there need to be weekly uploads of new episodes across multiple seasons.

## The Power of Networking

Networking – it's everything and everywhere! It's virtual connections, it's face-to-face relationships, it's people you don't even know, it's virtually anyone you communicate with, from a LinkedIn interaction to an ingoing or outgoing call, which all bring the potential of joining your 'network'

If networking isn't a part of your marketing and communications strategy, it should be, it has long been a core business skill and should not be neglected as communications become more digital because the principles still remain the same, whether it be digital or face-to-face networking, the common goal is to build relationships to further your business and career.

However, networking doesn't come naturally to some people and can seem like the most daunting thing in the world, so we had a chat with Nick Pettit, Business Development Manager at RG Carter and Chamber Assembly Construction ambassador who shared some networking top tips with us:

1. Make a good first impression
2. Be polite
3. Maintain eye contact (people notice when your eyes go wandering)
4. Be interesting, don't be the person that can only talk about work
5. Listen and learn
6. Never leave anyone stood alone at a networking event
7. Introduce guests to your own contacts
8. Build relationships
9. And most importantly.....BE YOURSELF!

Don't forget to get yourself along to our networking events and increase your network further.

New episodes need fresh and interesting content, occasionally straying far from the beaten path and introducing innovative, thought-provoking concepts and ideas. Invite special guests from your industry to feature in special episodes. Keep the audience engaged and you'll see sustained growth, and with it, more credibility in your personal branding efforts and business.

It's also recommended to pitch yourself into other podcast owners, using your own podcast as an example of what you can bring to their show. By featuring as a guest elsewhere, you'll be able to tap into a new audience and possibly bring them over to listen and engage with your own podcast. Guesting on other podcasts is a phenomenal

way to grow your reputation and brand.

Making the most of the content you create is one of the biggest challenges that businesses face, and yet it is also the most important. Podcasting provides so many options and opportunities to use your content for more than what it was meant for. Using video to create organic social media micro-content and clips advertising your new episodes will bring in new listeners who may not have previously been engaged with your business.

The authority of the podcast isn't looking to go away anytime soon. In fact, there has never been a better time to get started. Isn't it time that you sat down, hit record, and began your podcast journey?



## Is your business missing out on a grant or 12 hours of FREE support?

Lincolnshire Chamber of Commerce and Lincoln BIG run a project called Collaboration 4 Growth (C4G) funded by the European Regional Development Fund (ERDF), which offers 12 hours of free business support or a revenue or capital grant to local businesses.

The Collaboration 4 Growth project will run until 2021 and is available to businesses based in City of Lincoln, North Kesteven and West Lindsey Council areas.

Businesses can access group support covering topics including social media, marketing and much more, with upcoming events such as:

- Unexpected Ways to Develop Yourself and Others
- Stand & Deliver
- Presenting for Success
- Grow Your Business Using Social Media

Collaboration 4 Growth grants between £2,000 and £7,000 contribute 60 per cent towards the cost of a project and can be used to assist with business expansion.

Businesses that have recently benefitted from the grants include; Stokes Tea and Coffee and Ruddocks Design and Print.

Commenting on the C4G grant is Paul Banton, Managing Director of Ruddocks Design and Print, said: "The benefits we have realised so far have been; the ability to print colour envelopes in house and it's enabled us to make that offering to new customers as well and because of this I would recommend for anyone eligible to apply for the grant."

Nick Peel, Managing Director of Stokes Tea and Coffee said: "For any business looking to apply for this pot of funding, we would definitely recommend it. It's allowed us to really explore possibilities that we wouldn't have been able to without it."

To express your interest in the C4G grants, visit <https://www.lincs-chamber.co.uk/projects> or to book on to one of our upcoming events, visit <https://www.lincs-chamber.co.uk/Pages/Events/Category/chamber-events>





## Age UK makes its mark at the East Midlands Charity Awards

94 year-old volunteer, Pauline, took home a well-deserved 'Volunteer of the Year' award at the first ever East Midlands Charity Awards and Age UK Lincoln & South Lincolnshire brought home 'Rising Star' for 'East Midlands Charity of the Year'.

Around 200 guests attended the East Midlands Charity Awards at The Crowne Plaza in Nottingham, coming together to celebrate the amazing work done by and for charities in Lincoln, Leicester, Derby and Nottingham.

Age UK Lincoln & South Lincolnshire were finalists in 2 categories: Volunteer of the Year and East Midlands Charity of the Year. 'Volunteer of the Year' was won by



Award winner Pauline

Pauline, a volunteer of Age UK Lincoln & South Lincolnshire who has given more than 31 years and 5,000 volunteer hours to the organisation.

Later in the evening came the 'East Midlands Charity of the Year' award. Age UK Lincoln & South Lincolnshire

were one of 15 finalists in this category and won the 'Rising Star' award.

Age UK Lincoln & South Lincolnshire put Lincoln and its surrounding areas on the map and these awards are just a sign of things to come from the Rising Star in East Midlands.

If you would like more information about Age UK Lincoln & South Lincolnshire and their community impact,

visit <https://www.ageuk.org.uk/lincolnsouthlincolnshire/>

## Andrew & Co helps primary pupils explore the world of work

Catriona Wheeler, a commercial property expert at Andrew & Co Solicitors, visited children at Ermine Primary Academy recently to speak to them about the legal profession.

The school invited Catriona to share her experiences of working as a solicitor as part of World at Work Week - aimed at raising children's aspirations and highlighting the career opportunities available to them.

She spoke to three groups - in Years 5 & 6 - about the different jobs within law and routes into the profession and other careers in a solicitors' office.

Catriona told the pupils she knew she wanted to be a lawyer from a very early age.

"When I was ten years old my mother suggested I should become a solicitor as I was very good at arguing," she explained.

"I read up about it and thought it sounded really interesting. My mother was always worried that if I didn't enjoy my job it would be her fault, but thankfully I find it very rewarding and

have never regretted my decision!"

The children asked lots of questions such as, "What skills do you need to be a solicitor?" "What does the job involve on a day-to-day basis?" and "What aspects do you most enjoy?"

Catriona said: "I was really impressed by the students who showed a keen interest and asked lots of intelligent questions."

Rob Barnard from Ermine Primary Academy said "It was enlightening for pupils to meet with Catriona Wheeler from Andrew & Co Solicitors as part of our plan to widen the student's horizons before they approach senior school."



Catriona Wheeler at Ermine Primary Academy

## New report shines light on South Kesteven's thriving economy

South Kesteven has an active and thriving economy, boasting above average levels of employment and good job opportunities, according to a new report published by InvestSK.

The South Kesteven Economic Intelligence Report has been published by InvestSK - South Kesteven's economic development and regeneration company - and includes the most up-to-date data from the Office for National Statistics (ONS), Nomis (Official Labour Market Statistics), Census, HM Land Registry and Stat-Xplore.

Statistics within the report show that the area remains an affordable place in which to live, work, invest and run a business.

Productivity in South Kesteven has increased at nearly double the regional and national rates and the district has experienced a prolonged period of growth; between 2012 and 2017, local business stock increased by an additional 695 enterprises.

Levels of employment and self-employment are above those of the East Midlands and Great Britain; there was a 2.8 per cent increase in people working in South Kesteven between 2017 and 2018.

The levels of

pay for people who live in South Kesteven have increased at a quicker rate than the rest of Great Britain and are now on par with the East Midlands region; between 2017 and 2018, resident earnings have increased by £27 per week to £530.

The report also shows that house prices in the district have been growing at a quicker rate than the national average, between 2011 and 2018, and are now beginning to close the price gap with the national average.

This shows confidence and demand in the South Kesteven housing market, outlining the attractiveness of the district as a place to live.

Steve Bowyer, Chief Executive at InvestSK, said: "We're pleased to present this report, which demonstrates why South Kesteven is the perfect place to grow a business. The intelligence indicates we have a growing and diverse economy, with high levels of economic activity and growth in medium sized businesses.

"We hope it will be useful to business leaders, investors and other organisations as they play a part in South Kesteven's growth, but also as a way of promoting the area to the rest of the UK."



Steve Bowyer, Chief Executive at InvestSK

## LIVES is looking for new trustees

For almost 50 years LIVES have been responding to 999 medical emergencies in Lincolnshire. LIVES has grown and developed from when it started out as a team of volunteer doctors attending road traffic collisions.

In 2019 LIVES has 700 volunteers, ranging from community first responders without a medical background through to a specialised band of doctors, nurses and paramedics who respond to around 18,000 medical emergencies every year.

Over the last four years the organisation has grown significantly, both in the impact that it makes in Lincolnshire and its profile across the county. They have diversified the way in which they generate income and appointed a professional and experienced senior team to lead the organisation.



After a recent board governance review to ensure that they have the structures and processes in place to continue to save lives in Lincolnshire for the next 50 years, they are looking to recruit a number of trustees to join their board from a wide variety of backgrounds and experience.

A trustee with a financial background is particularly sought although trustees with experience in other areas would also be warmly welcomed.

For more information or to apply, download the trustee recruitment pack: <https://lives.org.uk/lives-is-looking-for-new-trustees/>



## Duncan & Toplis appoints new associate director for probate

Amy Codd has been appointed as private client solicitor and associate director of Duncan & Toplis Probate Services.

Amy will be dealing in all aspects of probate client work, including wills, lasting power of attorney, probate and court of protection orders.

Amy joins the growing team at Duncan & Toplis Probate Services which was started in 2016 and is part of Duncan & Toplis Group.

As a group, Duncan & Toplis offers financial advice, IT services, administrative services, financial management, business advice, accountancy and probate services across six sister companies.

In her new role, Amy will be working alongside director and head of legal practice at Duncan & Toplis Probate Services, Graeme Hills.

Graeme said he's pleased to welcome Amy to the team:

"Amy's appointment as Private Client Solicitor and Associate Director is really good news for Duncan & Toplis and its clients. Probate Services is a growing team within the Duncan & Toplis Group that's proved to be an invaluable element of what we can offer. I'm looking forward to working with Amy as we build on our recent success to offer even more



Amy Codd

to people across the region. It's wonderful to have Amy's enthusiasm and knowledge as part of the team and I'm excited by the opportunities that she brings to the organisation."

Before joining Duncan & Toplis, Amy worked as a private client solicitor at Chattertons Solicitors & Wealth Management having trained at Ringrose Law.

Speaking about her new role, Amy said: "Working as a private client solicitor is a real privilege. People put their absolute trust in you and share their most personal wishes. In probate, you support families in their most challenging moments and I take that responsibility very seriously.

Duncan & Toplis is one of the most reputable companies in the region and it has all the traditional qualities that you'd expect from a 94-year-old firm that's been helping companies and families for generations. It also has a dynamic and ambitious outlook which embraces innovation and modernity. Duncan & Toplis Probate Services is a brilliant team to be part of and I'm looking forward to helping it the company grow and evolve as we do our best for the needs of our clients."

## Chamber survey shows increase in confidence for businesses

New figures show that after a significant drop in confidence levels recorded in Q1, we can now report this confidence has bounced back for Lincolnshire businesses.

Sales have fallen but orders increase though both remaining positive, overseas sales fall but keep strong, however Lincolnshire Chamber of Commerce have seen record numbers of exporting numbers through April and May.

Recruitment activity has dropped, compared to Q1 where recruitment activity held strong, we could be seeing record levels of employment and with investment plans for both, capital and training, we could be seeing employers looking at upskilling current workforce.

The balance of Lincolnshire businesses reports improved cashflow – a key

indicator of business health – and which took a turn for the worse in Q1.

Dr David Gray, Economics Programme Development Planner & Principal Lecturer at Lincoln International Business School, said: "It appears that the Lincolnshire economy is quite resilient in the face of the Brexit uncertainties. Pay is likely to remain a key pressure as with other costs linked to a weaker exchange rate"

Simon Beardsley, Chief Executive of Lincolnshire Chamber of Commerce, said: "Although, the results from Q2 suggest that Lincolnshire businesses have moved past any issues leading up to the (now missed) March Brexit deadline and are starting to adapt accordingly, it still remains ever more important to avoid a messy and disorderly Brexit."

## Lincoln UTC Ofsted success



In a recent Ofsted inspection Lincoln UTC has been praised for 'outstanding' student development, behaviour and welfare, for 'outstanding' leadership, and for an 'outstanding' post-16 study programme.

The milestone report was published on July 3, 2019, and congratulates the determined and ambitious leadership of the principal, senior leaders and governors, that has rapidly transformed the quality of provision at the college.

Following his appointment in September 2017, Principal John Morrison wasted no time in the implementation of new strategies; including the introduction of a new 'project' curriculum, which is described by Ofsted as having a "striking impact on the development of student's future employability skills".

Lincoln UTC places a strong emphasis on supporting student's aspirations and career destinations with high-quality advice and guidance. Ofsted highlight that the majority of students who apply

for higher education courses secure their first-choice placement, and many are also very successful in securing prestigious apprenticeships.

The ethos of the college is described in the report as being "exceptionally positive, underpinned by a strong set of values to which all members of the college community subscribe".

John Morrison, Principal of Lincoln UTC said: "It is great news that the high standards at the UTC have been recognised by Ofsted. I'm particularly pleased that the truly exceptional nature of both the students and the entire staff team has received such unstinting praise."

The overall effectiveness of Lincoln UTC was judged by Ofsted to be 'good'...with many aspects described as remarkable, impeccable or exceptional.

To read the full report visit: <http://lincolnutc.co.uk/wp-content/uploads/2019/07/10087385-Lincoln-UTC-Final-PDF.pdf>

## James furthers his career

Surveyor James Lockwood has made a great career move by returning to his home county and joining a fast-growing firm of Lincoln-based professionals.

James, who grew up in Lincolnshire, has moved back to join the busy team at chartered surveying firm Banks Long & Co.

He has a Masters Degree in Business Management from the Royal Agricultural University in Cirencester. Before that he read History at the University of Leeds.

Before joining Banks Long & Co, James spent three-and-a-half years with Strutt and Parker in Oxford working in Land Management and Rural Consultancy.

"I was keen to move back to Lincolnshire and to build my career within the property sector. I am delighted to have joined Banks Long & Co, because it has such a strong reputation and is seeing a surge in its growth," said James.

In his leisure time, James enjoys playing tennis and golf. He is also an avid rugby fan and follows the Leicester Tigers.



James Lockwood



## South Holland Business Awards are back for 2019



All the winners from the 2018 South Holland Business Awards with the event's host, BBC Radio Lincolnshire's Melvyn Prior

The South Holland Business Awards are back again and are taking place on the 14th November at Springfields Conference & Events Centre in Spalding.

This is the 7th year that the business awards have been running, and this year we are set to be bigger and better than ever!

The awards are open to both members and non-members of Lincolnshire Chamber of Commerce, and all guests will be treated to a drinks reception, three course meal and entertainment.

Simon Beardsley, Chief Executive of Lincolnshire Chamber of Commerce, said: "The South Holland business community has a lot to celebrate and we are encouraging local businesses to enter for their chance to win one of the prestigious awards."

There are eight award categories in

total which include:

- Apprentice of the Year
- Business of the Year
- Supporting the Community
- Excellence in Customer Care
- Business Innovation of the Year
- Small Business of the Year
- Business Person of the Year in Memory of Phil Scarlett
- Food and Farming Business of the Year

Entries are now open to all these categories, and there are plenty of sponsorship opportunities also available.

Tickets for this event cost just £35 + vat for members and £50 + vat for non-members.

For more information, to apply or to sponsor the event please visit <https://www.shb-awards.co.uk> or contact the Lincolnshire Chamber on [events@lincs-chamber.co.uk](mailto:events@lincs-chamber.co.uk).

## The Lincoln Hotel pledges support through Chamber patronage

Lincolnshire Chamber of Commerce is proud to welcome The Lincoln Hotel as its latest Patron.

The Lincoln Hotel is a restored 1960's hotel situated right in the heart of Lincoln city, offering guests comfortable rooms, delicious food and incredible views.

Delighted with the recent Patron announcement is Simon Beardsley, Chief Executive of the Lincolnshire Chamber of Commerce: "The Lincoln Hotel is an iconic venue in Lincoln offering such fabulous views of the Cathedral and it's fantastic to have them on board as Patrons of the Chamber, not only to strengthen their network amongst our Chamber members but also our Select Lincolnshire - food, drink and hospitality members.

Stephen Marriott, General Manager at Lincoln Hotel, said: "For many years The Lincoln Hotel has been a proud member of both the Chamber and Select Lincolnshire from which we have built and benefitted from a number of key partnerships with fellow members.

"Having recently been awarded 4-star status by the AA we feel this is



the appropriate time in the business' development to become a Patron member, The Lincoln Hotel want to forge the strongest possible partnership with the Chamber, and we are excited to work closely with Alex, Charlotte and the rest of the team in the years to come.

"We intend to be a highly active Patron, working more closely with the business community to grow and strengthen the region as a whole."

## Roythornes bolsters growth ambitions with new recruiter

Rosie Hare has joined UK top 200 law firm Roythornes Solicitors as an internal recruiter. The appointment will help the company to realise its ambitious growth plans across its four offices.

Rosie worked at a local specialist commercial recruiter based in Peterborough. Here, she supported Roythornes to recruit for both its Spalding and Alconbury sites.

Being aware of Roythornes' reputation having recruited for them previously was one of the deciding factors in Rosie joining the team. Rosie said: "Roythornes places the training and development of its people at the heart of everything it does.

"It has an excellent succession programme, promoting from within and offering people a range of opportunities to grow and develop. As a firm it has an ambitious mind-set and is always looking to the future."

Rosie will work closely with Roythornes managing director Vember Mortlock. Vember said: "Bringing our

recruitment in-house reflects the strength of our commitment to grow our teams with the best talent from across the region and further afield.

"As we are recruiting for roles from paralegals right up to partners across the firm, we're delighted to have found Rosie to bring our recruitment function in-house."

Roythornes is a national law firm with strategically located offices across the Midlands and East Anglia.

The practice has particular expertise in private client, agriculture, food and property sectors and has been listed for the past two years as one of the 1000 Companies to Inspire Britain by the London Stock Exchange. The firm was also named by The Lex 100 Survey as one of the top legal practices for trainee solicitors.



Rosie Hare

## Charity merger will put people and communities first

The Trustees of Community Lincs and YMCA Lincolnshire are delighted to announce their intention to merge the two charities.

The merger will enable the two organisations to combine their strengths, skills, resources and knowledge to better serve the people and communities they work with across Lincolnshire.

Lorraine Bellis, Chair of Community Lincs' Board of Trustees, and Ian Sackree, Chairman of YMCA Lincolnshire, said in a joint statement, "Our intention to merge has followed a period of due diligence and very careful mapping of the strategic objectives of both our charities. Our governance Boards are clear that by joining together, Community Lincs and YMCA Lincolnshire will have the opportunity to increase our service provision and continue to deliver creative, ambitious and impactful services to benefit people and communities across the county."

The merger will see Community Lincs becoming a distinct service and sub-brand of YMCA Lincolnshire. Services currently delivered by Community Lincs will remain unaffected



Gail Jackson Community Lincs, Lorraine Bellis Community Lincs, Ian Sackree YMCA Lincolnshire, Caroline Killeavy YMCA Lincolnshire

and it will retain its office in Sleaford along with all its staff members; the proposed merger is to take place in October.

CEO of YMCA Lincolnshire, Caroline Killeavy commented, "We are thrilled to be taking this ambitious step in our 150th year, and we have much to celebrate.

"It honours both Community Lincs' and YMCA Lincolnshire's long standing history as creative, ambitious and community-focussed charities in the county."



## Tick HR celebrates first year in business

Tick HR Solutions based in Sleaford is celebrating its first year in business this month.

Working with businesses of all shapes, sizes and industries, Tick HR Solutions can help businesses with all aspects of HR, from employer branding, recruitment, compliance, people management and eventually employee exit.

Jacqui Adams, Director of Tick HR Solutions, said: "What a year it has been! I have come such a long way since starting out and I am so proud of what I have achieved so far.

"HR is something that should be available to all companies and organisations that employ people and I am so passionate about good and positive HR initiatives and have witnessed when organisations get this right, meaning there are fewer of the negative issues of employing people to deal with."

Jacqui provides a personalised service to her clients which can be delivered on an ad hoc basis, a one-off project or a retained service, giving businesses peace



Jacqui Adams

of mind that they've got it covered.

Tick HR has been a member of the Lincolnshire Chamber of Commerce, regularly attending events, expos, as well as delivering HR and employment law workshops.

Jacqui said: "Becoming a member of the Chamber has benefited Tick HR from day one. I wished we joined sooner!"

## Award-winning PAB Languages Centre marks 10th anniversary



PAB Languages is marking 10th Anniversary with a series of free events across the UK to thank all their employees, customers, business partners and suppliers for all the trust they have placed with them.

Recently one of these events took place in Lincoln, where delegates gathered to Celebrate Cultural and Language Diversity.

Delegates were treated to a fantastic line-up of experts including Adriaan Vickery presenting about the support available to exporting companies, Tim Sutton speaking about the importance of company values, and Lelde Please presented an overview of innovative CSR practices at PAB Languages.

A 20lb birthday cake was served, and the fizz flowed when PAB team members greeted guests from local businesses and the wider community to the seminar room.

After the break Iwona Lebedowicz provided some useful tips on building successful relations with people from different countries and cultures, Jakob Xu presented about China and Lincolnshire Chamber of Commerce CEO Simon Beardsley inspired businesses to grow internationally with fantastic closing remarks.

With over 40 attendees networking together and learning from the experts this free event at the DoubleTree by the Hilton Hotel was a great success.

Managing Director Iwona Lebedowicz said: "We support mainly UK based exporters. We will continue to provide high-quality services enabling relationships between people from different countries and cultures."

One of the delegates commented: "We all learned a great deal from the presentations and enjoyed meeting so many people from all over the world."

## Entries open for 2020 Greater Lincolnshire Construction and Property Awards



Entries are now open for Lincolnshire's fourth annual Greater Lincolnshire Construction and Property Awards, which are being sponsored by Lambert Smith Hampton.

Taking place on February 6, 2020, businesses working in the sector across Greater Lincolnshire are eligible to apply for an award giving them the opportunity to be recognised for their contribution to Lincolnshire's multimillion-pound construction and property industry.

2019 saw winning companies, including; Waldeck, Willmott Dixon, Kier and Gelder Group.

The awards are free to enter, and businesses can enter more than one project.

The categories up for nomination are:

- Agent of the Year
- Apprentice/Young Achiever of the Year – sponsored by Interserve
- Consultancy of the Year – sponsored by

Delta Simons

- Development Project of the Year (Over £5 million) – sponsored by Cartwright Communications
- Development Project of the Year (Under £5 million) – sponsored by Roythornes Solicitors
- Innovation in Property and Construction – sponsored by Andrew & Co
- Product Supplier of the Year
- Residential project of the Year – sponsored by Rizk McCay

The awards are open to all businesses in the Construction and Property sector in Greater Lincolnshire.

Award entries will close on November 25 and all shortlisted businesses will be announced on December 9.

For any further information, contact the team at Lincolnshire Chamber of Commerce on 01522 523333 or email at [events@lincs-chamber.co.uk](mailto:events@lincs-chamber.co.uk)

## Waldeck scoops design & build award

Waldeck have been recognised in BUILD's 2019 Design & Build Awards as the 'Most Outstanding Infrastructure Consultancy - UK'.

The announcement follows Waldeck's successful appointment and delivery on several high calibre projects for clients.

Their forward-thinking digital approach is making a difference in three key infrastructure sectors:

### Logistics and Transportation

Over the past two years, Waldeck have developed and delivered a unique Digital Reality Capture solution for major logistics and transportation clients. It utilises gaming technology to enable clients and end users to visualise the outputs.

Waldeck's Digital Reality Capture solutions now enable the planned, managed, safe and efficient surveying of any environment. Data is captured, synchronised and processed, providing a seamless solution from data capture through to utilising the data to make non-subjective assessments of the client's physical assets.

### Ports

Waldeck are working with a large ports

operator to develop and trial an intelligent asset management solution. This focuses on aggregating Building Information Modelling (BIM), Geographic Information System (GIS), Industrial Internet of Things (IIoT) and telemetry-based data into an intelligent dashboard interface, allowing clients to fully understand their assets.

The overall objective of the solution has been to ensure that all forms of data specific to each asset are viewable within a single interface.

### Rail

Through Waldeck's investment in Research and Development (R&D) and success in securing Innovate UK funding, they have been

working closely with their rail client's asset management and engineering teams to develop digital surveying and reporting solutions.

The project's objectives are to ascertain an understanding of the comparable time, cost and solution-based benefits for undertaking the works digitally and providing intelligent 3D deliverables. It offers a step change from traditional paper-based condition reporting.





## The green revolution is alive and kicking in rural region

Large investments are currently being made in rural green energy projects across the region as landowners, businessmen and entrepreneurs see the long-term benefits of supporting the renewables sector, say regional legal specialists.

And, as our country changes the way it produces energy, more opportunity will come this area's way, say the experts who are witnessing increasing support for, and interest in, green energy projects.

It was reported in early July how Britain had not used coal for two weeks – the longest period since the 1880s.

At the same time the National Grid Electricity System Operator confirmed that the national record for solar power had also been broken in May.

And recently Number 10 has committed to an amendment to the Climate Change Act to reach net zero carbon emissions by 2050, making Britain the first major economy to do so.

At the Lincolnshire Show, Wilkin Chapman solicitors



attended to offer advice as professional services' experts in the sector. The firm has built up a wealth of knowledge, supporting services from cable easement projects for major offshore farms (issues associated with installing cabling across agricultural land) to on-farm renewable projects comprising solar, anaerobic digestion and wind farms.

Partner and Head of Corporate and Commercial Russell Eke comments:

"Our country is now committed to engaging in, and supporting, the renewables revolution and this region is ideally placed to benefit with the obvious assets of sitting alongside the Humber estuary and on some of the UK's prime agricultural land – perfect for these types as well as solar power and turbine projects," said Russell.

"Our experience tells us that a growing number of landowners, businesses, entrepreneurs and investors are happy to look at these. By growing together, we can fuel a new future for the region and the wider country," he added.

Russell Eke,  
Wilkin Chapman

## Minster's national green business award

Minster Surfacing, which celebrates its 20th anniversary this year, won Circular Economy Project of the Year for its work to reduce waste and for its commitment to recycling.

The BusinessGreen Leaders Awards are one of the most prestigious green awards in the country and are organised by the UK's leading website for green business news and analysis, BusinessGreen.

More than 350 businesses entered the awards, with judges including senior figures from business, politics and environmental organisations.

Speaking about Minster, the panel of judges said: "We were hugely impressed by their commitment to slashing environmental impacts and its pioneering techniques for recycling old roads to create new ones - reducing waste levels, boosting recycled content, and cutting emissions by almost a third."

The Circular Economy Project of the Year recognises innovative work that eliminates waste and uses recycling to deliver financial and competitive benefits to an organisation or community.

Overall, Minster's use of technology to improve processes has helped it to



Bruce Spencer Knott with host Rachel Parris at BusinessGreen Leaders Awards

dramatically cut the carbon footprint of its work and it has prevented tens of thousands of tonnes of material from going to waste.

Speaking about the award, Minster's Managing Director, Bruce Spencer-Knott said:

"Being recognised on a national level for our work is absolutely fantastic. Road surfacing and civil engineering have been slow to adapt to greener ways of working, but we're leading the way and proving that the industry can be safer, cleaner and greener.

To have our company among the winners is a major achievement and I couldn't be more proud."

## Lincoln Drill Hall campaign reaches half-way point with grant funding

The charity-run arts centre, Lincoln Drill Hall has been awarded a £160,000 grant to help it secure a sustainable future over the next four years.

The Lincoln venue will receive the first £60,000 of the funding this year, with the rest spread over the following years.

The generous grant funding has been awarded from Esmée Fairbairn Foundation, one of the largest independent grant-makers in the UK.

Each year, Lincoln Drill Hall needs to raise £130,000 to continue its work in the community after a series of reductions of public funding.

In February, the not-for-profit venue launched its 'Be a Brick' campaign, asking members of the public and businesses to donate to Lincoln Drill Hall £10 or £50 each year. In return, donors get to choose a colourful, smiling brick with their name and a message of their choice on a virtual wall which represents the half a million bricks that make up the historic building.

The money from Esmée Fairbairn Foundation brings the total amount raised so far this year to £80,930 - bringing it past the halfway point in its fundraising campaign.

The £160,000 is being given to support the Drill Hall in exploring, developing and implementing new partnerships that aim to deliver new income streams; helping the charity to be more resilient and more



sustainable in the long term.

Chief Executive of Lincoln Drill Hall, Chris Kirkwood said:

"This is an absolute game-changer for us. It's a testament to the value that we offer the City of Lincoln as a professional arts centre and as a charity that's here for the whole community. That one of the country's biggest arts funders wants to help is absolutely fantastic and it will go a long way to ensuring we'll be here for years to come. This money buys us the time to explore new partnerships with stakeholders and new opportunities which would mean we'd no longer be facing the constant threat of closure.

"We still need to raise another £49,070 pounds this year, but getting to the halfway point within five months of campaigning is an incredible achievement. I'm extremely grateful to everyone who has given us their support. You're a brick."

## PCC celebrates NW milestone

An organisation which provides counselling for children and adults has celebrated a major milestone after delivering 10,000 sessions since it opened two years ago.

NWCH has 20 therapists and two pet therapy dogs, and marked the landmark with a visit from the county's police and crime Commissioner.

PCC Marc Jones visited to hear how the community interest company was expanding to meet demand for its services.

The hub deals with clients referred from a variety of charities and organisations and supports people dealing with a variety of issues from drug addiction to cancer.

Staff at the centre also counsel both victims of crime and helps with the rehabilitation of ex-offenders.

"The work NWCH does is vital for helping victims of crime rebuild shattered lives," said Mr Jones.

"It's one crucial piece of a complex jigsaw of services that help our communities remain healthy, feel supported and stay safe."

NWCH's Acting Director, Charlie Blackwell said: "NWCH has worked



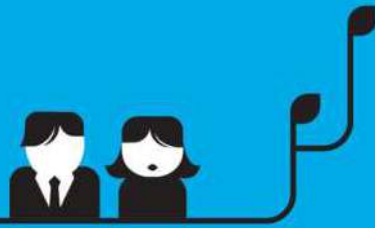
PCC Marc Jones with NWCH Acting Director Charlie Blackwell

tirelessly to forge successful collaborations with as many organisations as possible, and many now refer clients to us, enabling us to provide counselling to the most vulnerable members of society."

NWCH's CEO, Naomi Watkins, has been researching best practice in Suicide Prevention in Australia and New Zealand.

Her research findings will feed into Lincolnshire's first Suicide Prevention Conference, organised by NWCH on World Suicide Prevention Day, September 10, 2019, at the Showroom, Tritton Road, Lincoln.

# Welcome to our new members



**Infinite Possibilities**

**CPD Consultancy Group Ltd**

**Seven Districts Coffee**

**White air solutions Ltd**

**Grantham Street Pastors**

**Lidl GB**

**B & M Retail**

**Lincoln Nutrition**

**MRSM Recruitment Ltd**

**PTS Training Academy**

**Walkers Snack Foods Ltd**

**Christian Partners in Africa**

**Woody's Top**

**Finedale Homes Ltd**

**Boulder Developments**



**AS A CHAMBER MEMBER I'M WELL CONNECTED**

## Lincolnshire Chamber golf day raises funds for YMCA

Nearly £700 was raised at Lincolnshire Chamber of Commerce charity golf day at Sleaford Golf Club in aid of YMCA Lincolnshire.

The event was kindly sponsored by Award Leisure.

Local businesses including Chattertons Solicitors, Wright Vigar and JH Walter came together creating 18 teams who were all competing for the winning title.

This year we saw Rilmac scoop the top spot, closely followed by Lincoln College in second place.

Caroline Killeavy, CEO, YMCA Lincolnshire, said: "Huge thanks to all at Lincolnshire Chamber of Commerce for the fabulous donation, raised through the recent golf day. Your support is so very much appreciated, and it will be spent very wisely on those most in need in our community."

Also taking prizes on the day were Paul Green, Lincoln College for nearest the pin and Rob Harris of Rimac for longest drive.

Nicola Johnson, Head of Business Development, said: "Our golf day is



such a huge event in our annual event calendar and it's great to see so many local businesses come together and take part in some good harmless fun all while raising money for a fantastic charity."

A raffle was also held on the day to aid additional funds for the charity, some excellent prizes were won including; a signed Lincoln City FC shirt, Escape Rooms

Voucher from Lincoln College and a meal for 2 at Bar 67, The Lincoln Hotel.

Nicola concluded: "The Chamber would like to further extend a huge thank you to the businesses that sponsored holes, the teams that made kind donations, businesses who kindly provided raffle prizes and also to Award Leisure for sponsoring this annual event."

## EVENTS

**BBQ Birthday Bash**

8th August 2019  
Time: 2.00pm – 5.00pm  
Member Price incl VAT: £36.00  
Non-Member Price incl VAT: £54.00  
Location: Charlotte House Hotel, Lincoln

**Unexpected Ways to Develop Yourself and Others**

3rd & 10th September 2019  
Time: 8.45am – 4.30pm  
FREE – ERDF C4G Funded  
Location: Lincoln City FC, Board Room, Sincil Bank

**Spalding Business Network**

5th September 2019  
Time: 7.00am – 9.00am  
Member Ticket incl. VAT: £14.40  
Non-Member Ticket incl. VAT: £14.40  
Location: Woodhouse Farm Lodge

**Bank of England Breakfast**

5th September 2019  
Time: 7.30am – 9.30am  
FREE  
Location: Commerce House, Lincoln

**Save the dates for our annual events:**

**Select Lincolnshire Awards on 19th September at Lincoln Minster School**

**East Lindsey Business Awards on 27th September at Woodhall Spa's Petwood Hotel**

**South Holland Business Awards on 14th November at Springfields Events and Conference Centre**

**For more events and bookings, please see our events page: [www.lincs-chamber.co.uk/](http://www.lincs-chamber.co.uk/) or call the team on 01522 523333.**